

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, June 1, 2010 – 7:30 a.m.
Regular Session

1. Call to Order/Roll Call
2. *Approval* of June 1, 2010 Agenda
3. *Approval* of May 5, 2010 Meeting Minutes
4. *Approval* of May 2010 Financial Report
5. Call to the Public
6. New Business
 - Discuss possible date change for next PSD board meeting due to 4th of July holiday (Monday, July 5th with PSD meeting currently scheduled for Tuesday, July 6th)
7. Old Business
 - Funding alternatives subcommittee report
 - Walking map status
 - Marketing Subcommittee report
 - Farmers Market/Merchant Sidewalk Sales Co-op Ads
 - Outdoor Café Advertising (Nick Palizzi)
8. Liaison Reports:
 - City Council (Claudia Roblee)
 - Chamber of Commerce (Mark Binkley)
 - Downtown Brighton Merchants Association (Lisa Nelson)
 - DDA (Shawn Pipoly)
9. Board Member Updates
10. Staff Updates
11. Call to the Public
12. Adjournment

Next PSD board meeting – **Tuesday, July 6, 2010 – 7:30 a.m.**

City of Brighton
Principal Shopping District Board Meeting Agenda
Tuesday, June 1, 2010 – 7:30 a.m.
Regular Session

Meeting called to order by Shawn Pipoly at 7:33 A.M.

Those in Attendance:

Mark Binkley arr: 7:35	Lisa Nelson Y
Claudia Roblee Y	Shawn Pipoly Y
Nick Palizzi N	Arthur Des Gravise Y
Cheryl Mayday arr: 7:45	John Okoniewski Y

Staff:

Matt Modrack

Audience:

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Approval of the May 5, 2010 Meeting Minutes

Motion by: John Okoniewski

Seconded by: Shawn Pipoly

Motion passed unanimously

Approval of the May 2010 Financial Report

Lisa reported that the \$1200 allocated for WHMI Ladies night can be dropped as there were not enough merchants to participate. \$160.00 from Marketeer for Ladies night was still pending.

Motion by: Shawn Pipoly

Seconded by: Art DeGravise

Motion passed unanimously

Approval of the June 1, 2010 Agenda

Motion by: Claudia Roblee

Seconded by: Lisa Nelson

Motion passed unanimously

Call to the Public

No response

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New Business

Topic: Discuss possible date change for next PSD board meeting due to 4th of July holiday (Monday, July 5th with PSD meeting currently scheduled for Tuesday, July 6th)

Discussion: 3 board members would be on vacation that week.

Motion: Move the July meeting to the 13th pending no conflicts for Council Chambers.

Motion by: Art Des Gravise

Seconded by: Lisa Nelson

Motion passed unanimously

Old Business

Topic: Funding alternatives subcommittee report

Discussion: Matt Modrack will sit down with funding subcommittee to discuss funding alternatives that work and don't work in his experience. It was explained the DDA appropriation was in place as Council voted on the budget.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Walking map status

Discussion: John Okoniewski reported that Nick Palizzi gave Piet Lindhout all the info. John felt we should probably have something to look at in July. Matt Modrack suggested alternatives in addition to the web and physical brochure maps. Possibly kiosks and large outdoor maps on side of buildings in prominent places. Lisa reminded the board that Piet Lindhout was supposed to come back with files that could be used in a variety of ways.

Motion: None

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report - Farmers Market/Merchant Sidewalk Sales Co-op Ads

Discussion: Mark Binkley suggested that the subcommittee have something together in terms of advertising for July Marketeer with funds already allocated. Use co-op ads if possible. Matt Modrack suggested another activity during Farmers Market down West Street to pull traffic through town. Claudia suggested an Artists Market like Ann Arbor

has on Sundays. Use Art Guild if possible for that and activity in front of the Mill Pond. Matt Modrack stated he would talk to Guild.

Motion:

Motion by:

Seconded by:

Motion

Topic: Marketing Subcommittee report-Outdoor Café Advertising (Nick Palizzi)

Discussion: Matt Modrack suggested the subcommittee allocate funds for advertising. Lisa suggested the restaurants also do co-op ads with money allocated. It was decided that this was generic and the cafes were what were bringing people downtown. If the restaurant group wanted to do their own co-op ads or co-op with this that was doable. The impetus was to try to bring in people from outside Livingston County.

Motion: Allocate up to \$1,500.00 for café advertising as seed money for campaign.

Motion by: Claudia Roblee

Seconded by: Cheryl Mayday

Motion passed unanimously

Liaison Reports

City Council: Claudia reported nothing from Council but that the combination DDA/PSD Board business recruitment committee met for the first time and the next meeting is this month. Good group of people picked for this committee.

Chamber: None

DBMA: Lisa reported that Summerfest was coming along and that the theme was “Enjoy Your Community.”

DDA: Shawn reported that the Old Cemetery walkway was completed and that the cemetery was now open. A suggestion was made to have the tours of the cemetery coincide with Farmers Market on Saturdays as another activity to bring people downtown. Matt Modrack will talk to Jim Vichich at the Historical Society.

Board Member Updates

None

Staff Updates

Matt Modrack was asked about the Barnas project. He reported that the paperwork for the grant was at the MI Attorney General’s office and we are waiting for the legal aspect of it from them. It looks as if the project is a go.

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Call to the Public

No response

Adjournment at 8:40 AM

Motion by: Shawn Pipoly

Seconded by: Lisa Nelson

Motion passed unanimously

Next PSD meeting is Tuesday, July 13, 2010 at 7:30 a.m.

Respectfully submitted,

Claudia Roblee

PSD Secretary